



TRADE SHOW OPPORTUNITY



HOSTEX 2003

S O U T H A F R I C A

The Show:

The American Café at Hostex 2003 will help give U.S. food companies substantial exposure to local and international buyers of food products and services. Tourism is South Africa's fourth-largest industry, supporting more than 700 hotels, 2,800 guesthouses and 10,000 restaurants. With an expanding middle class and a relatively stable economy, the country presents growing opportunities for U.S. exports of niche food products. And with its well-developed transportation infrastructure, South Africa is ideally placed to serve as an export hub to regional markets.

U.S. food companies can capitalize on these opportunities by showcasing their food products at the American Café, a pavilion sponsored by the U.S. Department of Agriculture (USDA).

Location:

Gallahger Estate, Midrand, South Africa

Dates:

March 16-19, 2003



Deadline:

Jan. 31, 2003. American Café space cannot be guaranteed after this date.

American Café:

Exporters can save on travel expenses by sending products to USDA's American Café. Instead of sending a representative, companies send products for only \$350.00. USDA arranges to have products displayed, prepared and cooked at the show.

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